

ABSTRACT OF THE DISCLOSURE

An apparatus and method are provided for an interface that enables a user to determine optimum prices of products for sale. The interface includes a scenario/results processor through which the user prescribes an optimization scenario, and through which optimum prices are presented to the user. The optimum prices are determined by execution of the optimization scenario, where the optimum prices are determined based upon estimated product demand and calculated activity based costs. The scenario/results processor has an input/output processor and a scenario controller. The input/output processor acquires data corresponding to the optimization scenario from the user, and distributes optimization results to the user. The scenario controller is coupled to the input/output processor. The scenario controller controls acquisition of the data and the distribution of the optimization results in accordance with a price optimization procedure. The price optimization procedure is configured to relax constraints of lower priority conflicting rules to render the optimization scenario feasible.